



THE FROG AND THE SCORPION OUR CONFERENCE AND WHY YOU SHOULD JOIN US

by: Kippy L. Wroten, Esq.

My job as an attorney really boils down to two things, (1) being an investigator in search of the truth, and (2) translating the truth into a better story than is woven in the attacks waged by our adversaries. Hence my recent preoccupation with frogs. If you're a regular reader of my quarterly musings you know that in our last newsletter I left you with the parable about the frog and the scorpion.¹ Today I find myself drawing on another frog story known as the *sorites paradox*, or the paradox of the heap. The *sorites paradox* considers the concept of "little-by-little arguments" whereby small incremental differences in quantity are never individually large enough to create a change on the perceived whole. For example, take the measurement of a heap. Just exactly how many grains of sand does it take to make a heap? Or the converse, if I remove one grain of sand from the heap, is it still a heap? Thus we come once again to our frog. As the story goes, if you put a frog into a pot of boiling water the frog will immediately recognize the danger prompting it to leap out of the pot to safety. But, if instead you put the same frog into a pot of *cold* water and *gradually* raise the water temperature until it boils, the frog won't recognize the gradual nature of the temperature change, staying complacently in the pot until it dies. The concept here is that when faced with a striking contradiction our senses are alerted to the change in circumstances and an appropriate reaction results. Faced with a continuum of smaller incremental changes introduced gradually, however, can instead create a facade of consistency and safety that may lull us into inaction regardless of the escalating danger.

The world of the long term healthcare professional is one of perpetual motion where the normal state of being is an environment of continuous change. A world where one can never accept the status quo lest they turn around to find themselves suddenly in the proverbial boiling water shared by our unfortunate frog. Like a fireman, I earn my living dousing flames after the disaster has struck but after 20 years of responding to emergency calls my partners and I decided it was time to be proactive in the support we provide our friends that work so tirelessly in their service to those in need. Hence, four years ago came the birth of the Wroten & Associates Long Term Healthcare

¹ The frog and the scorpion metaphor warns the wary about well known foes who tout themselves as friends. It's akin to letting the fox into the henhouse to "guard" its prey.

Conference. For those of you who have not joined us at our conference previously, my question is "where have you been?" This is a fantastic day to meet up with old friends and make a few new ones. It's an opportunity to take a leap out of the boiling pot of water and to refresh, safely in the company of friends and supporters who recognize the challenges you face and great value of your work. Our line-up of speakers this year is nothing short of incredible and the cost can't be beat (it's free folks). The venue is once again the Disneyland Grand Californian Hotel. Continuing education credits and food will be provided...and again, did I say it won't cost you anything? And this year our keynote speaker is the best selling author of the New York Times best seller "The Memory Bible", Dr. Gary Small (Director of the UCLA Longevity Center and Geriatric Psychiatry). All our conference attendees will receive a copy of Dr. Small's newest book, "The Alzheimer's Prevention Program" and Dr. Small has graciously agreed to stay to personally sign your book. Just take a moment to look over the amazing list of healthcare executives who have agreed to share the wealth of their experience with our audience and I'm certain you'll find a way to join us.

May 31st will be an amazing day for an amazing group...YOU! Tell a friend, bring a friend. I look forward to seeing you at the 4th Annual Wroten & Associates Long Term Healthcare Conference!

About the Author:

Founder and Shareholder of Wroten & Associates, Kippy Wroten's experience covers a broad spectrum of complex litigation encompassing all areas of healthcare liability including high exposure and class action claims of elder abuse, fraud, and corporate unfair business practices. Ms. Wroten's experience includes the successful defense of individual healthcare providers, independent long term care facilities, ancillary service providers, as well as related corporate enterprises and their executives.

Ms. Wroten started her legal career as a Deputy District Attorney for Orange County where she prosecuted gang, child and spousal abuse cases. Thereafter, she spent 15 years as a litigator for a prestigious healthcare defense firm where she was a shareholder and lead her long term care practice area. Ms. Wroten founded Wroten & Associates in 2006 to better meet the growing challenges of the long term care industry. Wroten & Associates is designed to provide personal service at rational rates.

Ms. Wroten is a sought after speaker who is dedicated to the education of the healthcare industry and legal community. She has been an invited lecturer for the Defense Research Institute, Irvine Medical Center, Chapman University College of Law, and the Association of Southern California Defense Counsel.

More information about Wroten & Associates may be found at www.wrotenlaw.com or by contacting Kippy Wroten directly at kwroten@wrotenlaw.com.